

## **CONCLUSIONS**

### **1. WHAT IS THE GENERAL AWARENESS AND ACCEPTANCE OF THE PROPOSED BUILDING PROJECT?**

#### **PERSONAL INTERVIEWS**

- † 92% of those interviewed are aware of the Phase II building process beginning.
- † 34% of the interviewees consider themselves well informed and 58% consider themselves somewhat informed.
- † 69% believe acceptance of a campaign will be average or above.

#### **MAIL SURVEY RESPONSES**

- † 91% of mail survey respondents are aware of the Phase II building process beginning.
- † 11% of the mail survey respondents consider themselves well informed and 68% consider themselves somewhat informed.
- † 40% feel believe acceptance of a campaign will be average or above.

Note: It was clear in both the personal interviews and the mail survey that some work needs to be done in preparation of a campaign launching. More information about the project needs to be communicated. 34% and 11% of folks indicating that they are well informed is a low percentage. This can easily be accomplished.

## **2. WHERE WILL THE LEADERSHIP COME FROM?**

The Parish Council, Finance Council, Board of Education, and Building Committee will have to be very involved. Father Nienhaus, will need to be extremely active in a campaign both physically and spiritually. (He is agreeable to this.)

The surveys indicate many parishioners are willing to serve on committees. You should actively solicit additional members to the committees.

### **PERSONAL INTERVIEWS**

- † 26% indicated they would take a position of leadership or would consider it.
- † 54% would make a few calls on prospects or would consider doing so.

### **MAIL SURVEY RESPONSES**

- † 5% of those responding would accept a position of leadership or consider it.
- † 11% of those responding would make a few calls on prospects or would consider doing so.

Note: These numbers are average for a parish campaign. When a campaign begins, the correct organization plan and the right leadership will improve these numbers greatly.

### 3. IS THE MONEY THERE?

- A. The farm economy and general economy are very strong.
- B. The numbers, 87% from personal interviews and 38% from mail surveys, indicate the parishioners will support the plan to a degree.
- C. Past problems in Phase I must be addressed and a strong explanation of needs, goals and costs must be presented prior to starting a campaign.
- D. The parishioners are highly intelligent, well educated and this project will be successful if they are able to participate in the planning process.
- E. The narthex is beautiful and the church is needed for the growth and future of St. Cecilia's.

### 4. WHAT ARE THE SOURCES OF CAMPAIGN FUNDS?

Pacesetter Gifts: We have identified several large gifts and feel that there are 40 potential prospects whose gifts can range from \$30,000 to \$100,000.

Our Projection for this section is \$1,750,000

Major Gifts: This section would include 200 families capable of contributing \$10,000 to \$29,000.

Our Projection for this section is \$1,750,000

General Parish: This section will involve the balance of the registered parishioners. We estimate 800 gifts ranging from \$250 to \$9,000.

Our Projection for this section is \$1,750,000

#### Summary of Sources

Pacesetter Gifts	\$1,750,000
Major Gifts	\$1,750,000
<u>General Parish</u>	<u>\$1,750,000</u>
Total	\$5,250,000